

GOOD
FOR
25
50
100
AND
MORE
VOTES



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Save the Flour Sacks with the Above
'TRADE-MARK'

The Herald gives one vote for each penny represented in the total sale price on receipt of sacks or barrel tags showing trade mark.

SOLD BY ALL GOOD GROCERS.



Healthy
Cows
and a
Sanitary
Dairy
Means
Pure
Milk.

These tags redeemable at The Herald office for 10 votes in the \$25,000 contest.

These labels are redeemable at The Herald office for votes in The Herald \$25,000 Contest. 10 stars, 5 votes; 20 stars, 10 votes; 30 stars, 15 votes; 40 stars, 20 votes.



Leadbeater's Flavored Extracts. Unsurpassed in richness and delicacy of flavor. If your delicatessen supply, please let us know and your order will be filled.

E. S. LEADBEATER & SONS
ALEXANDRIA, VA.

Mustard plaster and camphorated oil combined in Mustardated CAMPHOLINE. Clean and convenient. A quarter a jar at the drug store.



DY-LOX

Save the cartons. Good for 100 votes.
A Substitute for Nature's Hair Color Pigment.
A refined scientific remedy for gray, bleached, and faded hair. Dy-Lox Compound is a purely vegetable remedy, and can be used without the slightest fear of injury to the hair or scalp. Price, \$1.00. Compounded by Schultz Chemical Laboratories, Chicago, U. S. A.



EMERALD'S

SYSTEM CLEANSERS—A tablet easy to take, that quickly cleanses the system of all impurities—TEN CENTS A BOX.

DRUG COMPANY
4th Street and Mass. Avenue.
GOOD FOR VOTES IN HERALD \$25,000 CONTEST.

Once You Try

HOFF'S LEMON SEIDLITZ

TRADE MARK

You'll never again buy the ordinary Seidlitz Powder

LABELS GOOD FOR VOTES WASHINGTON HERALD CONTEST



"The Wonderful Cleaner." Marble, paint, sinks, floors, glass, in fact, will clean up everything from a guilty conscience to a campaign contribution. The soap of all soaps. TRY IT. Save Box Tops. Redeemable at Herald office for 10 votes in the \$25,000 contest.

DARTS
25 for 25c

The Candy Coated Tablets which are pleasing to take for the
LIVER, BLOOD, AND KIDNEYS.
For sale at all drug stores.
SAVE THE CARTONS
Redeemable for 25 votes.

Demon Exterminator
KILLS 'EM.
Death to Vermin and Bugs.

FOR SALE AT DRUGGISTS.
Save the Labels.
One vote in \$25,000 contest for every penny in retail price.

"Pulmo Elixir"
For the Lungs

Strongly Indorsed for CONSUMPTION, COUGHS, COLDS, CAPSICUM, BRONCHITIS, ASTHMA, and Other Lung and Throat Affections.
THE PULMO MEDICAL COMPANY
Warder Building, 9th and F.
SAVE THE LABELS—Good for votes in \$25,000 contest.

THE NEW DISCOVERY
Trade Mark
"X-ILRO"
THE BEST YET

FOR
HEADACHE INDIGESTION DYSPEPSIA
NO FUSS NO MUZZ

Tonic and Bracer for THE MORNING AFTER.
Sold everywhere.
Four-dose bottles, 10c
At all Soda Fountains and Bars, by the dose.
Bottles and wrappers redeemable for 10 votes in The Herald's \$25,000 contest. Flat bottles, 44 doses, \$1.00. Good for 100 votes.

THE NEW DISCOVERY
Trade Mark
"X-ILRO"
THE BEST YET

SAVE THE BOX TOPS

Wood-Dale
CANDIES

NOTED FOR PURITY and FRESHNESS
50c POUND

Box Top Good for 50 Votes.

Full Pound Box Top Good for 25 Votes.

Famous Chocolate Mints, 10c a Box.
Box Top Good for 10 Votes.

2006 Fourteenth Street N. W.

Phone for a Box—North 3681.



MOST IMPORTANT ANNOUNCEMENT GRAND

Display of Merchandise and
714 13th S

Beginning Wednesday, and Continuing

Open Every Week Day from 8 a. m. to 9 p. m. During Contest.

GOOD MUSIC.

A great exhibit—one that's worth coming to see, whether you are a contestant or not. The building is overflowing with displays of the manufactured products advertised in The Herald's \$25,000 Contest and awards to be given away to the winners. Come. Bring your friends. You will be interested. The awards are so valuable—so unusual for a contest of any sort—that it is no wonder the interest of the whole city has been aroused. Some of the awards are pictured on this page. There are hundreds of others, every one of high value—the sort of things that appeal to everybody.

Get Your Share of the \$25,000 Awards. It's All for You!

YOU CAN WIN ONE OF THE 350 AWARDS

HERE'S THE WAY

(By The Advocate)

Everybody's hustling. You must hustle. Get your friends to hustle. Somebody's going to get these awards. Somebody's going to get the grand award, the \$5,000 house and lot. Your chance is as good as anybody's. Patronize the merchants and manufacturers whose advertisements appear in The Washington Herald either on this or some other page. Advertisers in the contest have this line in their announcements: "We give votes in 'The Herald's \$25,000 contest.' Retail merchants all over the city are giving votes. Buy from them. You get one vote with every 5 cents you spend with them. These firms sell everything you need. Watch for new announcements. Scores of manufacturers are represented. Save the wrappers, labels, or cartons of their goods and turn them in at the Contest Building, 714 Thirteenth Street Northwest. You get one vote for each cent you spend for a manufactured product advertised in the contest. You get the votes on the product whether the merchant you buy from is in the contest or not, but by buying from a merchant in the contest you get votes both from him and the manufacturer on the same purchase. Read all the advertisements in The

Herald to keep in close touch with the contest opportunities. Bear in mind that contestants have to bear no expense; and because all lines of goods are represented in the contest unnecessary purchases are not required. It is advisable for contestants to secure copies of the list of advertising merchants and manufacturers from The Advocate and distribute them among their friends with the request that they patronize those establishments and products. In asking a person to assist him in the competition a contestant is doing that person a favor. For by patronizing the firms in the contest the public is certain to get reliable qualities at moderate prices. Success will not come by chance. It is not a "lucky" contest. To win you must plan, work, and step lively. Persistent effort is the secret of success. Above all, be sure you know all the advertisers in the contest. By all means enter at once. The delay of a single week or day may result in defeat at the end of the competition. All that is necessary to do to enter the competition is to cut out one of the nomination blanks printed daily in The Herald, fill it in, and forward to The Advocate. Upon the acceptance of the nomination

the nominee will be credited with 1,000 votes. A person may nominate himself or have some one else do it for him. If it is inconvenient to send in one of the regulation nomination blanks, then forward the name, address and telephone number, if any, of the nominee, the number of the voting district, and the name of the nominator. Nominations should be addressed to The Advocate, The Washington Herald, Washington, D. C. Only one nomination will be accepted for each nominee. Persons in sending in nominations should be careful that the number of the voting district is given correctly. Entering the contest places the competitor under no obligations. It does not require the expenditure of money, or the possession of unusual gifts. If you have not already entered the contest, cut the blank out at once, fill it in, and send it to The Advocate. Every person who attends the opening of the Contest Headquarters on Wednesday, Thursday, Friday, or Saturday, and registers as an entrant in the contest will receive 500 complimentary votes. Any person whom the contestant brings or sends in during the opening as a supporter of the contest will be allowed to cast for the contestant 100 votes.



THE GRAND AWARD IS A \$5,000 HOUSE AND LOT.



FOUR \$1,250 AUTOMOBILES.

Be Sure to Attend the Opening of the New Contest Headquarters



Keep Your Eye on That \$25,000
IT'S ALL FOR YOU.

See the valuable awards. They will give you fresh enthusiasm. Besides you get 500 free votes if you register your name with Advocate. Bring or send in your friends, have them register as your supporters, and each one will be given 100 free votes to cast for you. The displays of the many manufacturers are educational and interesting. They are strong evidence of the importance which makes of high grade products attach to The Herald's \$25,000 contest.

RULES OF THE CONTEST.

Every contestant should be familiarly acquainted with the rules and conditions governing the contest. They should be strictly adhered to. Read them carefully and observe them in letter and spirit. They are as follows:
1. Any reader of The Herald may nominate himself or another person by filling out the nomination blank and sending it to The Advocate; or, if he has not the nomination blank at hand, by forwarding the name, address, and telephone number, if any, of the person placed in nomination. Upon acceptance, proper notification will be made, and 1,000 votes will be credited to the contestant as a "starter."
2. Merchants and manufacturers co-operating in the contest, employees of the firms, members of their families, and employees of The Washington Herald and members of their families are barred from competing.
3. In case of the votes, the article involved will be sold, and the proceeds equally divided among the contestants trying.
4. Contestants are requested to send their votes to The Advocate as often as possible. Persons may cast votes for any of the contestants, but those once sent in cannot be transferred to the credit of another person.
5. Votes can be obtained only by patronizing the firms and products advertised in connection with the contest.
6. The Washington Herald reserves the right to introduce new advertisers at any time during the contest. Contestants should watch the paper every day for these changes. The advertisement of any retail merchant or manufactured product may be withdrawn at any time by The Washington Herald for good reason. In such event votes will not be counted for the firm after the date that the advertisement is dropped.
7. Contestants may compete only for the articles to be awarded in their respective districts.
8. Candidates are not restricted to their districts, however, in the matter of securing votes. Votes may be procured in any section of the city and cast for any contestant, regardless of districts.
9. The contest is now on and continues until 12 o'clock (midnight), February 2, 1913.
10. The relative standing of contestants, as well as any changes in the rules governing the contest, will appear in The Washington Herald from time to time.

Nomination Blank.

THE ADVOCATE,
THE WASHINGTON HERALD:

Dear Sir—Please enter below as a candidate in The Washington Herald \$25,000 Voting Contest.

Name Dist. No.

Address Tel. No.

Nominated by

Upon acceptance of this nomination, the nominee will be credited with 1,000 votes in the contest as a "starter." Only one nomination accepted for each nominee.

Each Contestant Is Entitled to One Nomination Blank, Good for 1,000 Votes.

Fill Out and Mail to The Washington Herald

It Costs Nothing to Vote, and You Are Under No Obligations in Entering the Contest.

SECTION OF THE CONTEST EXHIBIT.